

**Outlined tasks for
E-Michigan CMA Expert roles
and Agency Site Administrator roles
in the development and maintenance of
Michigan.gov Websites**

**E-Michigan Web Development
Agency Services
Michigan Department of Technology, Management & Budget**

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eMichigan Web Development provides the following services for Michigan.gov websites as part of the eMichigan Website Hosting Contract (which all agencies have with DTMB):

Site Redesign Services:

- Consulting on Usability
- Bulk Category & Content Moving
- Bulk Reassociation of Content
- Renaming of Categories (in the database)
- Home Page Redesign and Implementation
- New "look and feel" concepts and implementation
- SurfAid Changes

Services NOT provided in eMichigan Hosting Contract:

- Application Design and Development
- LISTSERV Maintenance

Agency staffs are responsible for the following tasks:

Site Administrator:

1. Accessing the CMA (Vignette Content Management Application)
 - Each CMA user will have a login ID and password. CMA users will receive their login information at their first training class which is usually 'Introduction to Content Entry'. All CMA classes are provided by eMichigan at no additional cost to the agencies.
2. Understanding Categories, Components, Templates, and Content
 - Content: information
 - Category: how the information is classified, similar to an outline
 - Component: area of a Web page
 - Template: page layout; may include components ('boxes') or full content (no 'boxes')
3. Creating Categories
 - Adding to the site's navigation or 'outline'. The site map is basically an outline of all the areas of the website. This outline is a navigational path a user will take to find information.
4. Editing and Deleting Categories
 - Organizing the site map or 'outline'.
 - Naming or renaming categories via the category display text (in the CMA).
5. User Management/Category Permissions
 - Assign CMA groups to enter/update content for an area of the website via the 'Add Category Permissions' feature. Users in each group will only have the ability to modify the web pages under the categories to which they have permission.
 - Monitor user accounts periodically to remove those users that have left dept or no longer support website.
6. Working with Associations
 - Assigning categories to certain components (areas/'boxes') of the website. Only content associated to the category will show up in the assigned area.
7. Working with Templates and the Component Modifier
8. SurfAid Report Generation
 - Get reports on website traffic (page views)
9. Accessibility and Link Management
 - Run AccVerify software for link validation and ADA compliance review.

10. Cache and making content live

- Web pages are cached for faster viewing. When a page is added or updated, the new information will not show up until the page has been 'cleared' in the cache. Regular cache clears occur at the following times:
 - Weekdays: 1 AM, 9 AM, 12 PM, 3 PM, 6 PM
 - Weekends: 1 AM, 6 PM
- Trained site administrators may be given 'Cache Admin' status which allows them to clear the cache for a particular Web page when new information needs to be released before the next scheduled cache clear.

Content Entry staff:

1. Accessing the Vignette CMA (see Site Administrator #1 above)
2. Understanding Categories, Components, Templates, and Content (see Site Administrator #2 above)
3. Creating new HTML content
 - Add Web pages to the site, such as a press release
4. Creating new Link content
 - Add link to asset such as Word doc or PDF file
5. Adding Images
 - Uploading images and adding them to Web pages
6. Positioning Images within content
 - Adding more than one image to a Web page
7. Adding PDF and other assets including video and podcasts
 - Uploading files to the CMA
8. Linking to PDF and other assets including video and podcasts
 - Adding links within Web pages to launch video or audio files as well as documents such as PDF or Word.
9. Editing content
 - Changing text, links or images within existing Web pages
10. Associating content to multiple categories
 - Forcing Web pages or links to appear in two or more areas of the website.
11. Removing content from the Web
 - Making Web pages 'go away' at a certain time or deleting them altogether.
12. Create links within content
 - Linking to documents, other pages on the site, or other websites within a Web page
13. Access and rudimentary use of Web Edit Pro
 - Web Edit Pro is a Web authoring tool within the CMA that can be used to create or update a Web page. This tool must be downloaded and installed on each CMA user's PC which will require assistance from DIT Field Services for managed desktops. Web Edit Pro is a useful tool but is not required to add or update Web pages in the CMA.
14. Workflow
 - Workflow is the process of creating new content, ensuring it is accurate, then releasing it to the website. There are usually three stages of workflow, and each stage the content needs to be reviewed and approved before it moves on to the next stage and eventually goes "Live" on the website.
 - Author- creates content (Web page or link to asset)
 - Editor- reviews content
 - Publisher- reviews content and releases it to the website

Responsibilities of the eMichigan CMA Experts include:

CMA USE: The CMA Experts Group is available to assist agencies in the creation and maintenance of their websites. The group is the point of contact for Agency Site Administrators to resolve questions and issues or to pursue request for enhancement to the CMA.

SITE APPEARANCE: Certain functions affecting the display of websites on Michigan.gov can only be performed by the CMA Experts Group. These include such things as changing site colors, button and header graphics, banner art for applications, and other look and feel issues. The CMA Experts Group is the Agency Site Administrator's point of contact for questions or requests involving the display of agency websites.

USER MANAGER: The CMA Experts Group is the point of contact for adding, editing or deleting users to the CMA. The Agency Site Administrators are responsible for contacting the CMA Experts Group whenever a change to their user base occurs.

WORKFLOW: The CMA Experts Group works with the Agency Site Administrators to develop a workflow plan and enter the workflow tasks into the CMA. The CMA Experts Group is also the point of contact for any changes to existing site workflows.

WEBSITE ANALYSIS: The CMA Experts Group will be responsible for website analysis software and act as the point of contact for agencies regarding its use. The CMA Experts Group is also the point of contact for adding, editing or deleting user IDs on this software. The Agency Site Administrators are responsible for contacting the CMA Experts Group whenever a change to a user ID is required. Currently, the state is using IBM Coremetrics Analytics™.

CMA TRAINING: The CMA Experts Group is committed to training Site Administrators, Agency Trainers, CMA users and Website Analytics users. Classes on a variety of topics are scheduled one to two months in advance and agencies are encouraged to enroll students according to the criteria set forth for each class.

Please see following page for training schedule information.

eMichigan CMA Training information:

A current training schedule may be found online at <http://www.michigan.gov/e-michigan>

Training on Vignette CMA, WebEditPro and Web Analytics may be scheduled at these intervals (months are tentative depending upon the availability of training resources):

Class	Duration	Frequency	When
Intro to Content Entry	All Day	1 time per month	Every month
Intermediate Content Entry	All Day	1 time per month	Every month
WebEdit Pro	Half Day	1 time per month	Every month
Site Administration	All Day	4 times per year	Jan, Apr, Jul, Oct
Train the Trainer	Half Day	2 times per year	Feb, Sept
Tools & Tips for Upkeep & Revision of Sites	All Day	3 times per year	Jan, May, Sept
Site Admin Workshop	Half Day	4 times per year	Feb, May, Aug, Nov
Website Analysis	Half Day	As needed	

Notes